



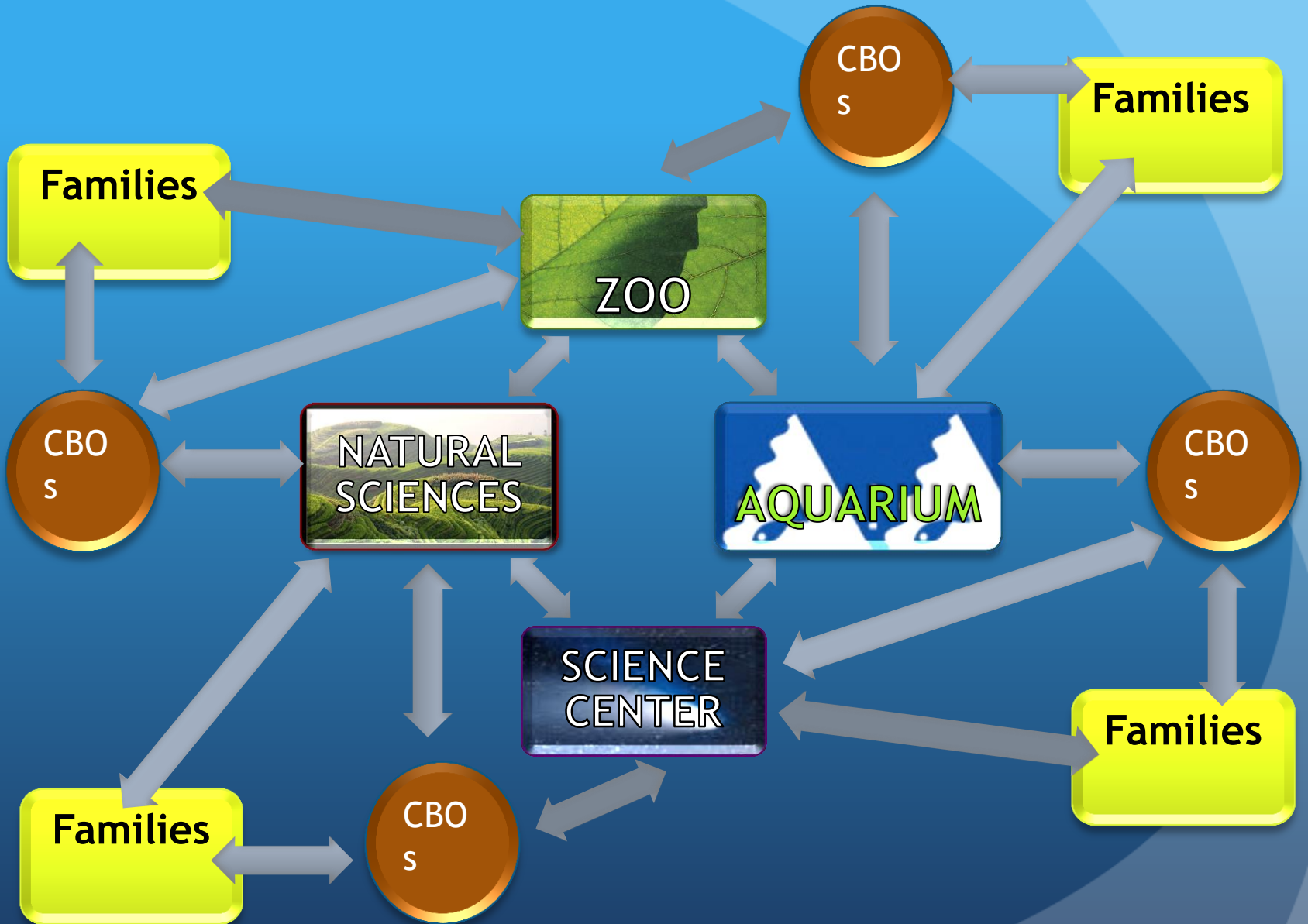
Welcome to PISEC

Philadelphia/Camden Informal Science
Education Collaborative

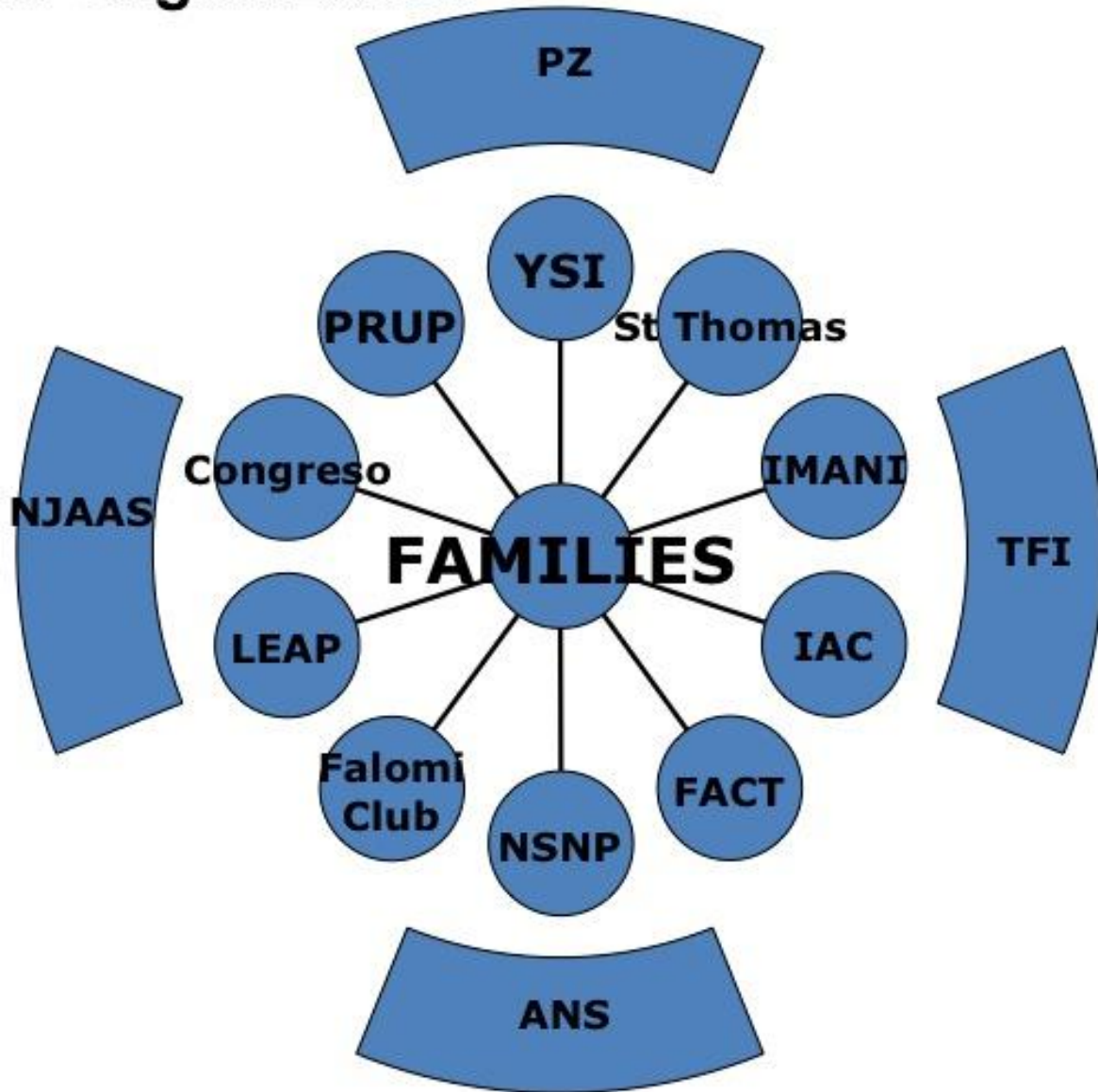
PISEC

- Who* 4 Museums, 8-12 CBOs
- When* 1993-present
- What* Research and programs
- Why* Engaging Underserved Families

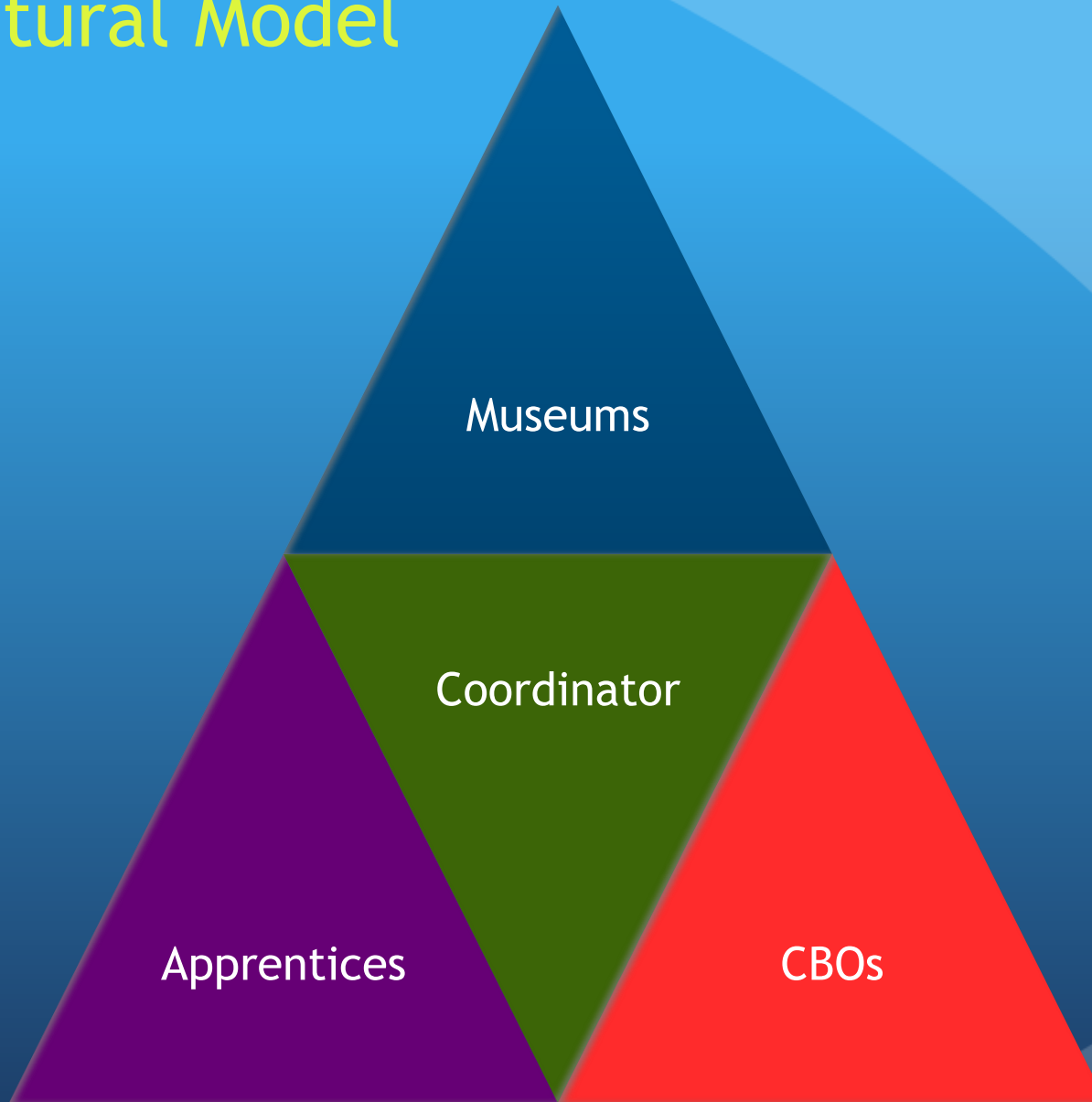




PISEC Organization



Structural Model



5 PISEC Projects & a Conference

- Family Science Learning Project
- Community Connections
- FEST (*Families Exploring Science Together*)
- CASE (*Community Ambassadors in Science Exploration*)
- *Bridges Conference*
- *CLUES (Communities of Learning for Urban Environments and Science)*



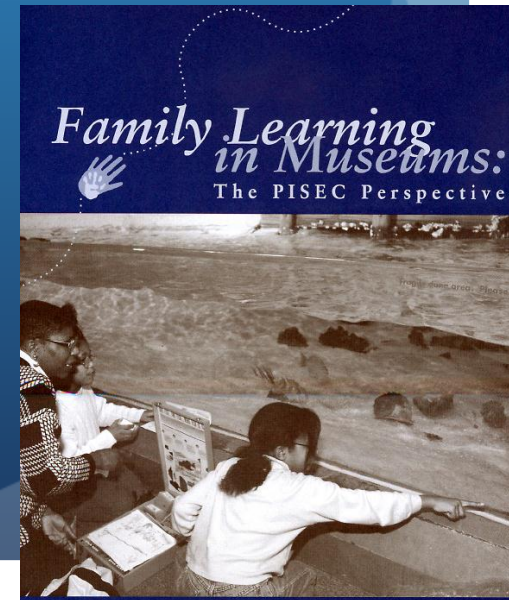
Family Science Learning Project

A research and development project funded by NSF and PEW to find out how families learn science in informal settings



Developed a new model for exhibit design based on 7 Characteristics of Family-Friendly Exhibits

- ✓ multi-sided – family can cluster around exhibit
- ✓ multi-user – interaction allows for several sets of hands (or bodies)
- ✓ accessible – comfortably used by children and adults
- ✓ multi-outcome – observation and interaction sufficiently complex to foster group discussion
- ✓ multi-modal – appeals to different learning styles and levels of knowledge
- ✓ readable – text is arranged in easily understood segments
- ✓ relevant – provides cognitive links to visitors' existing knowledge and experience



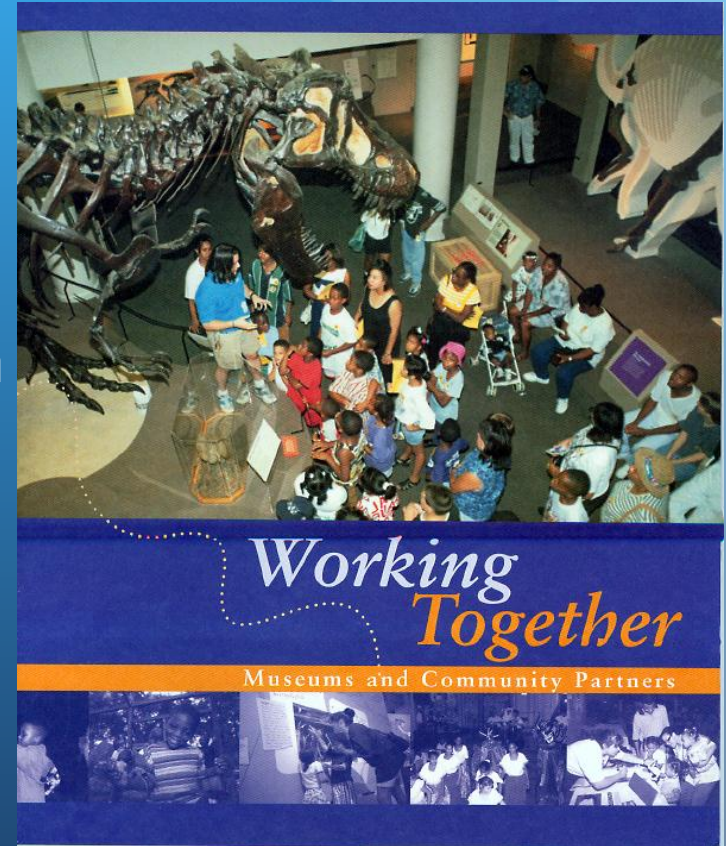
Community Connections



- An outreach project funded by Pew
- To diversify museum audiences and introduce families to science museums and family science learning
- 8 Community Partner Agencies serving African-American and Latino families
- Served 17,000 people

Community Connections program components included:

- Introductions at the community sites to whet appetites
- Welcome sessions to familiarize people with the museums
- Major collaborative events at each museum
- “Program credits”—allowing each CBO to purchase existing museum programs



Families Exploring Science Together (FEST)



- An outreach project funded by NSF, Wm Penn Foundation, Fund for NJ, Hasbro Children's Foundation, The Hearst Foundations, Inc.
- 11 Community Partner Agencies serving primarily Latino, African-American, and Asian families
- Reached 12,000 participants through relationship building and various points of entry for families

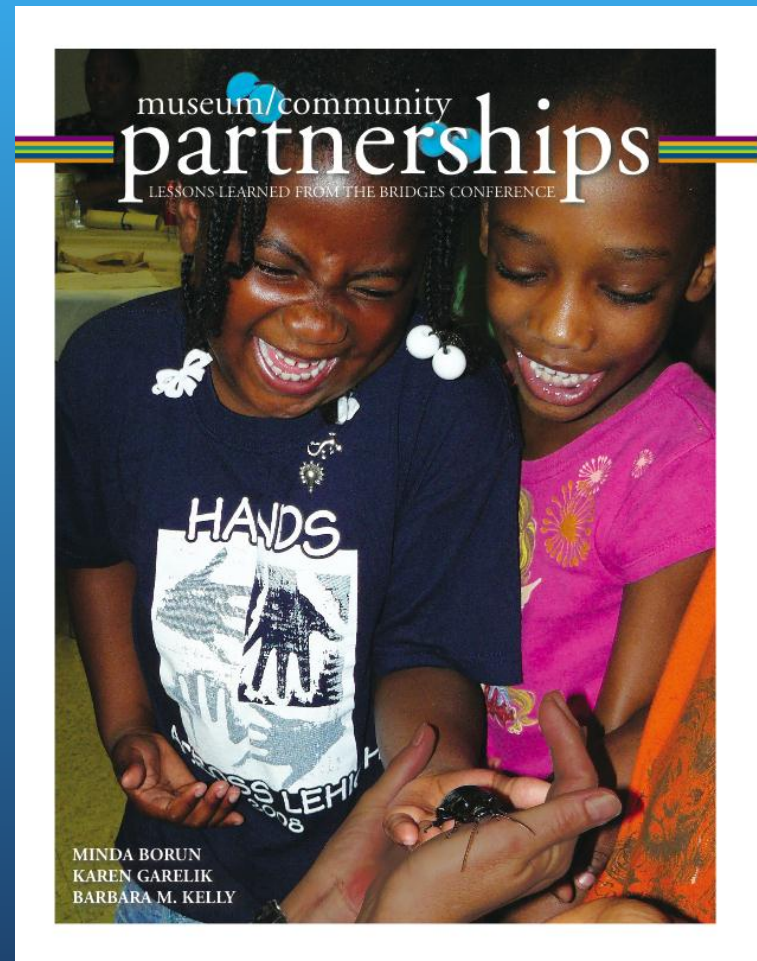
Community Ambassadors for Science Exploration (CASE)

- Ambassadors from the community were trained at the museums to give workshops at the CBOs
- Workshops & Events at the Museums keep consistent connection b/w museum and neighborhoods
- 142 Ambassadors led over 350 family workshops at community sites

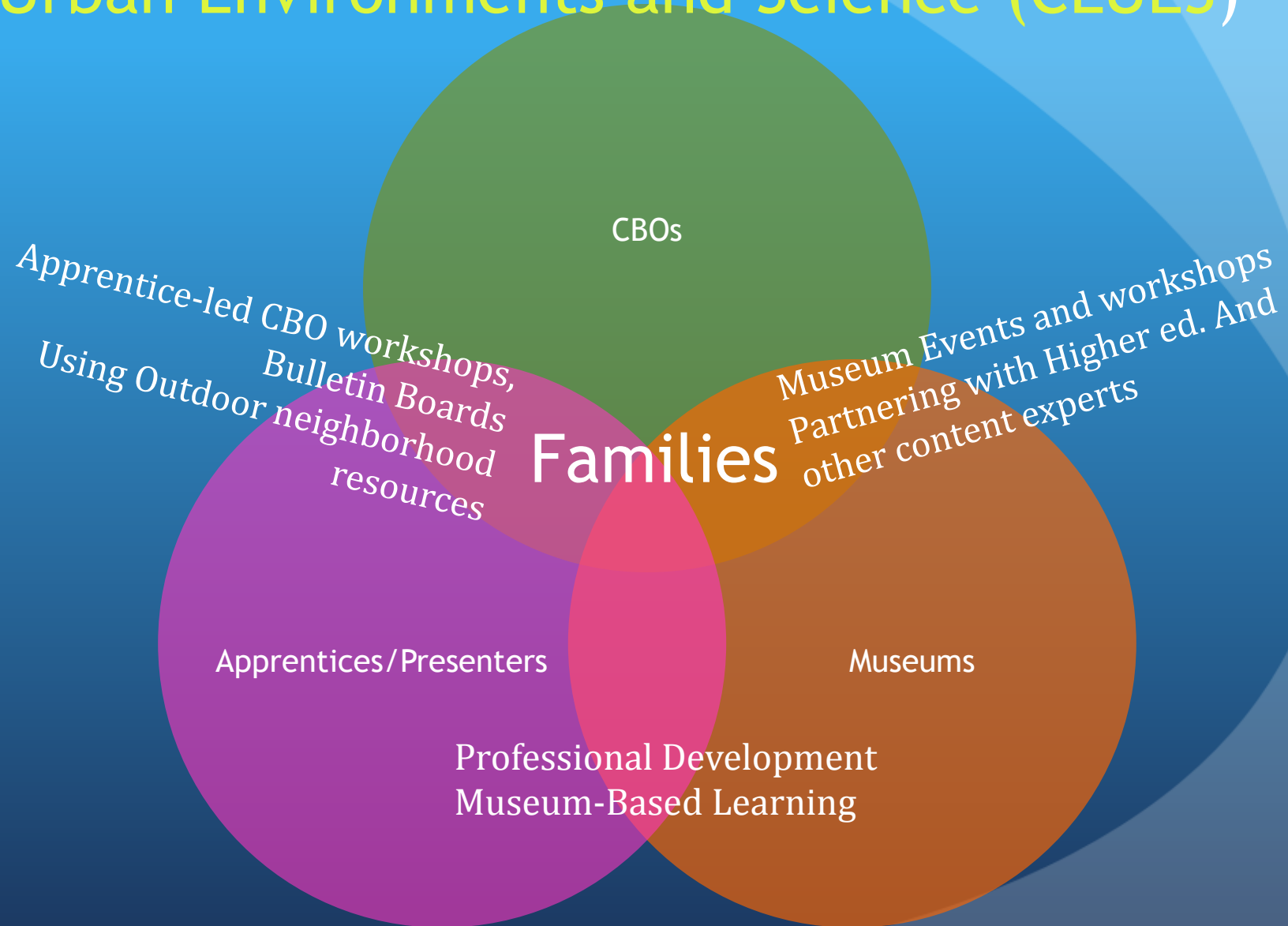


The Bridges Conference: Lessons Learned

- PISEC conducted the Bridges Conference for museum/community partnership programs that serve families.
- 65 individuals representing 25 organizations participated.
- Covered topics from partnership building to participation barriers to staff development.



Currently: Communities of Learning for Urban Environments and Science (CLUES)



PISEC's Reach

- Nearly 50,000 exposures
- Database of over 7,000 families
- 13 Community Partners
- 12 Languages



PISEC's Impact on Families

- A PISEC Family “It opens the opportunity for the kids to explore and it also opens the opportunities for us as adults that I never had the opportunity to have.”

- A CASE Ambassador about her experience “It’s one of the few things I do for myself that’s totally for myself and enriches me. I don’t do many things and that’s a personal thing because I do work and I have a kid and I don’t do exercise or those other fun things people do, but I’m going to do the CASE programs because that’s a personal reward.”

- A PISEC Family “It will continue with you. It doesn’t end when we walk out of the doors. And the discussion continues and continues. PISEC is not concerned about just the children. PISEC involves all members of the family, and this is important. “



in their own
VOICES
ARTICLES AND COMMENTARIES
CHANGING LIVES

PISEC's Impact on Museums & CBOs

- Cultivates new audiences
- Demonstrates institutional commitment to community service and diversity
- Provides a community network for other projects
- Source of community advisors
- New pool of potential volunteers and employees with science content knowledge/skill
- Strategically leverages resources, skill, and expertise